



The Sedona Shuttle Study

FALL 2002

Community
Open House
Wednesday, September 18

Study Sponsors

The City of Sedona, the US Forest Service, Yavapai and Coconino counties, the ACTS group, and the Arizona Department of Transportation are all working together as project sponsors for the Shuttle Study.

Study Consultant

The City of Sedona is overseeing the effort, and has hired San Francisco-based transit planning firm Nelson\Nygaard Consulting Associates to perform the study.

What is the Sedona Shuttle Study?

The Sedona Shuttle Study is an opportunity to evaluate a new transportation alternative in the Sedona area. A local transit advocacy group, Action Coalition for Transportation Solutions (ACTS), was responsible for obtaining a grant to study transit needs for the Sedona area. The resulting 1998 Vision Report proposed a public shuttle system for residents and visitors to the Red Rock area. The Sedona Shuttle Study is the follow-up to the 1998 study, allowing us to assess the feasibility of a public shuttle system in greater detail. The study's focus is to examine travel demand in the Sedona area and to design a shuttle service to address the demand.

When will the Study be completed?

The study was initiated in January 2002 and is currently underway. The work that has been completed includes the preparation of an existing conditions report; a demographic analysis to determine potential transit need; surveys of residents and tourists; an extensive review of past studies, and an overview of shuttle services in communities similar to Sedona. The study includes interviews with stakeholders throughout the Sedona area, and meetings with transportation activists, as well as political, environmental and business leaders, to identify preferred shuttle characteristics.

A Community Open House to review proposed shuttle alternatives is scheduled for September 18, 2002. The study is scheduled for completion by the end of 2002.

Why create a shuttle in Sedona?

In the Sedona area, we face several challenges when we travel: traffic congestion around town and in Oak Creek Canyon, degradation of environmental quality, and limited transportation alternatives.

Tourism is an important contributor to our local economy.

The scenic beauty and attractions we enjoy as residents also bring visitors from around the world. Better services for visitors,

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